

SCREEN YORKSHIRE

Digital Film Archive Fund

Guidelines for Applicants

Introduction and Overview

The Digital Archive Fund is a UK Film Council lottery fund set up to increase public access to regional screen heritage. This region has had **£276,000** available to award over two years from 2008 – 2010 to support innovative programmes ensuring wider access to the UK's screen heritage. Used strategically, the money will ensure that access to screen heritage is provided to as many people as possible through a variety of platforms (i.e. through screenings, festivals, online, and public spaces). The Fund aligns with the vision of the Strategy for UK Screen Heritage that the public is entitled to access, learn about and enjoy its rich screen heritage wherever they live and wherever materials are held; for more detailed information please visit www.bfi.org.uk/screenheritage.

Screen heritage is held in many different places including film archives, universities, record offices, production companies, galleries, museums and libraries. The fund is about making content accessible in the digital age, regardless of where it is held. For the purposes of this fund, Screen Heritage is defined as encompassing moving image media, from traditional film and television to artist's film & video; animation (both traditional and digital) and digital material distributed via the Web together with contextual material including scripts, designs, marketing and publicity material and documents relating to production, distribution and consumption.

We are seeking applications for ambitious projects that seek to inspire the broadest possible engagement with screen heritage material, from education projects working with specific target groups to large-scale screening programmes for general audiences. We are looking for projects that will work across two main objectives:

- **Delivering wide spread public access to screen heritage:** We want to ensure that as much screen heritage material as possible is available for the public to see. In order to achieve this, there must be a focus on programming archive content to ensure that access is provided to as many people as possible through a variety of platforms (i.e. through screenings, festivals, online, in public spaces) and through developing key strategic partnerships to offer maximum delivery.
- **Creating wide spread public value from access to screen heritage and evidence supporting it:** We want to ensure that the many public benefits of our screen heritage are recognised and evidenced.

Demonstrating the public value that comes from using screen heritage content in different ways will help to encourage future investment and partnerships, in turn supporting the move towards longer term stability for film archives.

Projects must focus on public engagement with screen heritage and could take a variety of forms including film-making/new commissions, exhibition, distribution, broadcast, online, education or participatory work. We will be looking for projects with a strong idea of how they will curate or programme material to excite and inspire a wide range of audiences.

Funded projects will be expected to work closely with their Regional Screen Agency to ensure economies of scale between projects where appropriate, to exploit links to other UKFC cultural strategies and to work collaboratively with other regions. Projects may also be asked to contribute to a national showcase event of the work supported through this Fund to celebrate the range of activity supported, show its complementarity and raise the profile of what the Fund has achieved.

The majority of DFAF funds for Yorkshire region have been allocated. A number of calls addressing specific interventions have been made at the end of the project.

Who Can Apply

We can accept applications from:

- legally constituted organisations operating in Yorkshire
- legally constituted organisations which wish to develop activity in Yorkshire

A legally constituted organization may be one of the following:

- Limited companies
- Limited liability partnerships
- Charities
- Lead bodies for consortia with defined partnership agreements
- Public bodies . local authorities, schools, colleges, universities
- Legally constituted partnerships
- Other unincorporated bodies/ societies

We cannot fund applications which:

- include support for significant capital expenditure
- are already covered by existing agreements with other funding bodies as part of your ongoing programme of delivery;
- activities that have already taken place or goods/services already paid

- for at the time of application;
- activity that is not related to screen heritage, as here defined;
- costs that are already covered by other funding;
- ongoing overheads, although applications can include an allocation of administrative and overhead costs
- fundraising events;
- activities taking place outside of the Yorkshire region;
- activities which should be covered by statutory education provision;
- do not meet the Fund's criteria .

What We Are Looking For

We want to support work that both delivers wide spread public access to screen heritage **and** creates wide spread public value from access to screen heritage with evidence supporting it. All project plans, therefore, will need to offer detailed plans both for how they will use archive material and how they will create evidence of their project's public value, using suitable evaluation techniques such as questionnaires, interviews, group work or filmed responses. This should be appropriately reflected in your proposed budget.

We expect projects to offer specific **public value** outcomes, and to be designed specifically in order to do so. You should focus on meeting at least two of the public value outcomes listed below, with only one of these selected from the 'Cultural value' section. In general, projects should focus on meeting a few outcomes in depth rather than addressing a larger number at a lower level. We are happy to discuss with you how your project may address these outcomes as outlined in the table below:

Partnership working	1. Bringing new partner organizations to work with screen heritage and / or forging new partnerships between screen heritage organisations, particularly across a wide range of organisations or across regions or sub-regions
Market development and company development value	2. Contributes to business development, growth, employment or skills
	3. Develops new products and services for the consumer
Cultural value	4. Promotes the region
	5. Exposes new audiences to new material/presents material in challenging and innovative ways

	6. Contributes to and enhances the work of another cultural institution or event
Educational value	7. Contributes to formal education (archive material in FE/HE and the curriculum)
	8. Provides informal learning opportunities
Social value	9. Encourages participants to identify with and explore other people's situations different than their own (cultural diversity and inter-generational understanding)
	10. Engenders civic pride or a sense of neighbourhood, place and community (local and regional identity) (N.B. All projects addressing the theme of 'home' will be expected to work towards this outcome.)
	11. Improves health and well-being / encourages healthy life styles

All projects funded must aim to reach the widest possible audience; priority will be given to those projects targeting communities who have had little or no previous access to screen heritage and which encourage more active engagement. Your application should also demonstrate how:

- you will market your scheme to attract a diverse range of people taking part;
- you will ensure that under-represented groups can be a part of your project as participant and audience;
- you will support participants during the project in terms of travel, child care and other provision.

We are aware that there is a skills gap in the screen heritage sector and we are looking to address this through this funding. Applicants will need to consider how their work might contribute to skills development in line with Skillset Skills Strategy for Screen Archives; more details are available at www.skillset.org/article_6640_1.asp. Please note that although we are interested in how your project will develop skills in this sector and address skills gaps where necessary as part of your broader activity, we will not fund projects that are exclusively focused on skills or training.

In addition, there are a number of **regional priorities** for projects applying to work in the Yorkshire region:

- projects which develop new audiences and platforms for archive presentation

- projects which work with communities and groups not previously engaging with screen heritage activity
- projects which develop projects of areas of the region underserved by cultural and media activity
- projects exploring the potential of archive within healthcare
- projects developing the potential of volunteer networks to support access
- projects developing the use of archive in informal education or enhancing curriculum provision

How much can I apply for?

Current calls will have an upper limit specified. New Digital Solutions will have an upper award limit of £12,000. Screen Yorkshire reserves the right not to fully fund approved applications.

All projects must have an element of **partnership funding** in order to be considered. Projects which demonstrate a high level and range of partnership funding and commitment may be looked upon more favourably.

As a minimum, projects require a minimum of 30% matched funding. **In kind** contributions can make up 10% or more of your total budget, provided that 20% of match funding is cash.

Please note that the match is the minimum we require. Applicants who secure significantly more than this may be looked upon more favourably.

Partnership funding cannot derive from other UK Film Council Lottery schemes (including *First Light*), but funds from other National Lottery distributors are eligible, such as:

- Big Lottery;
- Awards for All;
- Arts Council England Grants for All;
- non UK and European Community funding sources.

Projects which come with funding from Heritage Lottery Fund or wish to apply to HLF can utilise that funding as match if the element of the project is different to the element being funded by the Digital Film Archive Fund.

We anticipate a high demand for grants but, inevitably, we have a finite amount of money to go around. We will assess your application against the criteria set out in these guidelines. However, even if you meet all those criteria, please be aware that we may not necessarily be able to fund you.

How to apply

- Read these guidelines carefully to establish your project's eligibility for the fund. If you are in doubt, please speak to Jay Arnold, Head of Cultural Sector Investment at Screen Yorkshire.
- In all cases, we strongly recommend discussing your application with Screen Yorkshire ahead of application.
- Download an application form from the funding section of our website, www.screenyorkshire.co.uk
- Make sure you fill in all parts of the application form and check all the enclosures are included.
- Please also ensure that you complete the monitoring form for your organisation as Screen Yorkshire is required to collect this information to comply with Lottery rules.
- Applicants must submit two signed hard copy of the application form and enclosures by post to be received by Screen Yorkshire by the appropriate deadline at address:
Screen Yorkshire, Studio 22, 46 The Calls, Leeds LS2 7EY
- Receipt of all copies of the application will begin the application process.

All applicants are required to submit:

- A completed application form
- A completed monitoring form for their organisation
- A full budget for the planned activity
- The organisation's constitution
- An Equal Opportunities Policy
- The most recent audited End of Year Accounts. Organisations that have not been trading long enough to have End of Year Accounts must submit their last 3 bank statements and nominate an organisation that can receive funding on their behalf
- Child Protection Policy. Applicants working with young people will need to demonstrate they have an appropriate protection policy in place which covers their organisation and staff.

Assessment process

Application deadlines will be advertised on the Screen Yorkshire website. On receipt of applications, Screen Yorkshire will follow the following procedure; decisions will be made within 4 weeks.

- Register each application and assign a unique reference number (URN) which applicants need to quote on all correspondence.
- Check that applications are eligible and complete. Incomplete and ineligible applications will be rejected and the applicant will be notified in writing.
- A letter confirming receipt of the application will be sent to all those whose applications are eligible and complete within two weeks of receipt.

- The applications will be assessed against the criteria outlined above by the Audience Development Team and/or external assessors.
- Applications that need specialist knowledge will be sent to an identified assessor with the relevant skills.
- We will perform a financial health check on all applicant organisations.
- A panel consisting of the Screen Yorkshire Audience Development team, a member of the Screen Yorkshire board, senior management team or CEO and will convene to consider all applications and recommend awards.
- The panel's decisions will be ratified by the Screen Yorkshire Lottery panel.
- Successful and unsuccessful applicants will be notified.

The decision to grant or not to grant an award shall be entirely at the discretion of Screen Yorkshire and the decision of Screen Yorkshire in this regard shall be final.

An award decision will be one of the following:

- Decline
- Award at full amount
- Award at reduced amount
- Deferral pending further discussion or receipt of additional information

Appeals and Complaints Process: Applicants who wish to make a complaint or appeal against a decision can only do so on the grounds that the correct procedures, as published here, have not been adhered to. An appeal or complaint cannot be made on the basis of the quality or artistic content of an application. . Please refer to our Complaints Procedure which is available on the Screen Yorkshire website.

Assessment Criteria

Applications for support will be assessed according to the criteria outlined in these guidelines. An assessment is made using the following criteria and given a score of between 1 and 4; this helps the panel in its assessment procedure.

Criteria	Elements
1. Contribution towards the delivery of Strategy for UK Screen Heritage.	<p><i>Your application will be scored against:</i></p> <ul style="list-style-type: none"> • its fit with the national strategy; • its creativity and innovation; • its fit with UK-wide sector strategies.
2. Delivery of access and increased awareness of screen heritage for the widest possible geographic and	<p><i>Your application will be scored against:</i></p> <ul style="list-style-type: none"> • the number of people benefiting from the project; • the potential to reach communities who have had little or no previous access to screen heritage;

demographic spread.	<ul style="list-style-type: none"> • the use of partners and networks to reach a wider audience; • any market research carried out which informs the shape of and the likely response to the project; • the potential for audience development; • the age range of participants/audiences; • the relevance of the proposed project to the applicant organisation; • the relevance of the project to the potential audiences.
3. Gathering of qualitative and quantitative evidence to show the value and demand for screen heritage content	<p>Your application will be scored against:</p> <ul style="list-style-type: none"> • the potential to deliver public value • the potential to capture quantitative data relating to the project • the potential to capture qualitative data relating to the project • the suitability of the proposed evaluation methods to the project
4. Support for skills and workforce development	<p>Your application will be scored against:</p> <ul style="list-style-type: none"> • the understanding of the skills needs of the project; • the skills legacy of the project; • the identification of any skills gaps; • the relevance of any proposed training scheme to the project, and alignment to Skillset Strategy for Archives
5. The ability of the organisation to deliver the project	<p>Your application will be scored against evidence of:</p> <ul style="list-style-type: none"> • clear project planning and preparation; • a relevant track record; • management systems/clear staff roles set up for delivery of the project; • plans for financial control; • a commitment of the board; • plans for risk management; • the legacy of the project; • key partner support.
4. Financial viability	<p>Your application will be scored against:</p> <ul style="list-style-type: none"> • viability of the budget; • targets for earned income; • the level and commitment of the partnership funding; • insurance plans; • contingency plans.
5. Value for money	<p>Your application will be scored against evidence of:</p> <ul style="list-style-type: none"> • gearing / leverage from other sources;

- | | |
|--|---|
| | <ul style="list-style-type: none">• additionality – ie how our funding will make a difference |
|--|---|

In addition, all applications will be assessed on their ability to demonstrate how they have considered the future of their project when our grant ends.

Successful Applications

Screen Yorkshire Credit: For every project we fund, Screen Yorkshire must be credited on any film, video, web-site or other related promotional materials. You will need to credit Screen Yorkshire using our logo, the UK Film Council Lottery Funded logo and Yorkshire Forward logo, including reference to the Digital Film Archive Fund. We can provide you with copies of these, for advice on logos and credits contact Rachel McWatt, Marketing and Communications Officer ,Rachel@screenyorkshire.co.uk. Failure to comply with this may result in a grant being withdrawn or reduced.

Publicity: All recipients of DFAF Lottery funding will need to agree to Screen Yorkshire's use of the projects in terms of published case studies and other promotional activities. This will, in the main, take the form of written text and appropriate images. All text will be agreed with the recipients prior to being published. Projects may also be asked to contribute to a national showcase event of the work supported through this Fund to celebrate the range of activity supported, show its complementarity and raise the profile of what the Fund has achieved.

Monitoring and Evaluation: All funded projects will be required to discuss and agree their monitoring and evaluation procedures with Screen Yorkshire prior to the project's start date, using specific guidance notes provided by the UK Film Council. Specific questions and approaches outlined in the guidance notes will need to be incorporated into the monitoring and evaluation of successful projects.

Cross-regional working: The Digital Film Archive Fund is distributed regionally by the Regional Screen Agencies but is a National fund supported by the Lottery. Funded projects may be asked by their Regional Screen Agency to collaborate with other projects, for instance sharing research, best practice and training plans. Funding may be conditional on such partnership working.